

PGA TOUR STUDIOS: KEEGAN

SEGMENT 1:

COLD OPEN:

ANNC: Here is again, on the precipice of a whole new life.

KEEGAN BRADLEY: I had this singular goal my whole life to get on the PGA TOUR

ANNC: It's there! Unbelievable!

KEEGAN BRADLEY: And as I got older, it just became more and more severe.

ANNC: Keegan Bradley!

KEEGAN: In that every move that I made was to get to this point.

ANNC: Keegan, can you believe you have the Wanamaker Trophy in your hands?

KEEGAN BRADLEY: You never know when it's your last team. You never know when it's the last point you're going to win for the country.

ANNC: He wanted so desperately to get into big championships, and moments like this

ANNC: Keegan said 'I want to make the Ryder Cup team' and I quote 'More than Anything in the World.'

KEEGAN BRADLEY: It's like this full circle moment that I had done this. It took me 10 years.

MIKE BALLO: It's like a movie – it's like a storybook ending

ANNC: Keegan Bradley!

SCENE 1: PRESENT DAY AS CAPTAIN

KEEGAN BRADLEY: The thing I'm most excited for to is seeing our groups together in the tournament. I can't wait to see our boys out there when the gun goes off and to see how they respond to the crowd.

KEEGAN BRADLEY: New York fans are extremely passionate that multiplies even more when you're playing on their course at Bethpage. It's much more than a golf course to a lot of these people.

QUESTION: Keegan, why is the Ryder Cup important to you?

KEEGAN BRADLEY: As a kid in sports you always are craving that team atmosphere. When you're a part of it, it changes you forever. What I've been telling the team as well is you never know when your last Ryder Cup is.

NAT: Hello guys, how ya doin'?

KEEGAN BRADLEY: I think we all agree that me being the captain was definitely a shock to everybody, so. I didn't have the experience Luke had and growing up where I grew up in New England, I actually had people my whole life tell me that I wasn't going to be able to do this.

SCENE 2: WOODSTOCK, VT

MARK BRADLEY: I got started in professional golf as a PGA club professional late in my life. But it's been Keegan's whole life. And my sister Pat Bradley – World Golf Hall of Fame.

NAT: "This is my sister and I playing in the JC Penny Mixed Team Classic. Keegan's on the bag."

KEEGAN BRADLEY: I grew up in Vermont, and ever since I could remember, I wanted to play on the PGA TOUR. It never crossed my mind I couldn't do it. But growing up in Vermont there's some real challenges. We had like, real winters. And when the winters came, I ski raced. And then when it was starting to be spring, I just couldn't wait to get the clubs out and go play golf.

MARK BRADLEY: When I became the golf professional at the Haystack Golf Club in Wilmington, Vermont, he just came with me every single day.

KEEGAN BRADLEY: My dad and I lived in this trailer in Bolton, Massachusetts for a summer. I keep this picture here - I loved every second of this time here.

MARK BRADLEY: Lil' Tin Cup 2. We'd have campfires at night. We'd go golf. Our life was golf.

KEEGAN BRADLEY: I slept on the table folded down, and you put the cushions that you sat on as the bed. My dad and I are both 6'3 ... pretty big guys... this was tiny.

KEEGAN BRADLEY: We had no house phone, we had no cell phone. So there was a convenience store like 50 yards from my house. And I had the number... of the payphone at the time, and so, like, I'd be like, "all right, you gotta call me at 4:30 and I'll be waiting." And the thing would ring and I'd pick it up.

MARK BRADLEY: He would just play and practice every single day.

KEEGAN BRADLEY: I loved it. It was never a thought of 'this is weird' – this is so cool, it's so fun.

SCENE 3: JON CURRAN & MASSACHUSETTS

KEEGAN BRADLEY: We moved there my senior year of year of high school. And they actually had an amazing golf team there. And one of the best junior golfers in the world was Jon Curran, who played on this golf team. I had never met another person that had the same just obsession with golf.

MARK BRADLEY: And so here's Keegan and here's Jon Curran (talking with hands) And then all of a sudden ... who's this kid from Vermont? Ba-boom... they pushed each other.

KEEGAN BRADLEY: I never had a person that would be like, "alright, it's pouring rain, 40 degrees, we are still going to play." I'd was always by myself.

JON CURRAN: We were one sport athletes and all we did is golf. And in Massachusetts the season is really short. So we would go every day in the winter, we'd go to the golf dome, which is like this indoor driving range. We would go to the golf course and shag balls down the fairway even though it was closed.

KEEGAN BRADLEY: I had never been around anyone with the same passion for what I wanted to do ... the same sort of like grit, the same sort of intensity...

JON CURRAN: It was always just like, very in the present. This is what we're doing today. I don't know. We were both obsessed with it.

KEEGAN BRADLEY: When I look back at that time in my life is as a very important time. This is when things could have gone one of two ways. That year at Hopkins High School... it shaped me.

MARK BRADLEY: Keegan won the Massachusetts High School state championships. It was an amazing high school team, they won by 21 shots. Keegan was the medalist.

JON CURRAN: Neither of us were destined to be successful at golf. Like ... we basically just made *it* happen.

KEEGAN BRADLEY: I was so lucky, without Jon, I don't know if I would have gotten to where I am.

SEGMENT 2:

SCENE 4: RECRUITMENT TAPE

NATS VIDEO: Hi I'm Keegan Bradley, I'd like to welcome you to New England on a beautiful fall day.

KEEGAN BRADLEY: I wasn't getting recruited, I wasn't. No colleges wanted me to come to their college.

NATS VIDEO: I just want to tell you I'm a hard worker and I know I'd help your program if you give me an opportunity.

NATS VIDEO: Hi I'm Mark Bradley, I'm Keegan's Dad and also a PGA Golf Professional.

MARK BRADLEY: I thought, ok, we're doing his resume to send to colleges... and it's paper and it's hard copy. I did this, I did that. That's all fine and dandy... but why not a video?

KEEGAN BRADLEY: It's a driver, a chip, some putts. I had this thick accent back then... it was horrible.

NATS VIDEO: As a golf professional and someone who's taught many a lesson... this is the swing that I taught Keegan. If you know golf... he's got it.

MARK BRADLEY: Coach Darby calls him from Saint John's, and Keegan answered it. And I'm watching him from the couch...

KEEGAN BRADLEY: We asked him what the offer was going to be and he said, "Full Scholarship."

And my dad and I acted all cool, "ok great." And then were high-fiving... it was an amazing moment.

SCENE 5: St. John's & The Brotherhood

KEEGAN BRADLEY: Here's a kid who grew up in New England, Vermont, and now all of a sudden I'm in I'm in going to college in Queens. This is a serious change.

JON CURRAN: It's tough to get to these big schools and I think ultimately he had a great landed a great spot at Saint John's.

KEVIN VELARDO: He was a freshman, but I knew he was the best player, so he was kind of the leader, even though he was a freshman.

SEVE: I gave him the nickname Grandpa because he would go to bed so early just because he wanted to put in the work the next day.

MIKE BALLO JR.: We all lived in a golf house together. Myself, Keegan, Seve was always there, Kevin Velardo. I'd argue that we were the closest team in the country.

KEEGAN BRADLEY: Turns out I just LOVED Saint John's. And the people that I met there basically all New Englanders that came in. Nothing could have take me from Saint John's.

MIKE BALLO JR: We were really tight knight. Like we really cared about each other. And it shows because we're all in our mid-to late 30s now, and we're all best friends.

KEVIN VELARDO: When we were in college, we didn't have a driving range we would just play. Mondays we would go to Bethpage Black.

KEEGAN BRADLEY: The course was closed on Mondays, they were doing the course maintenance or something similar to today. So we used park over behind that tent over there in the maintenance area.

KEVIN VELARDO: We would play 3 through 14, because they wouldn't let us on the other side of the road.

MIKE BALLO JR: Some of the coolest memories we have from playing at St. John's.

KEEGAN BRADLEY: It's the interloop. And we'd be the only people on the golf course. Sometimes they wouldn't even have pins in the green.

MIKE BALLO JR: I don't know how many people have been able to play that golf course with literally no one there.

KEEGAN BRADLEY: And we've had so many incredible memories on that golf course, us together. Just playing in like an 8-some.

MARK BRADLEY: That's why this Saint John's thing was a perfect place for him to go because of all those guys.

SEVE: He went full speed. I think he won ten, 12 times in his four years there.

KEEGAN BRADLEY: When you're playing on a golf team you're really TOGETHER. We created this bond we'll have forever.

SCENE 6: Mini-Tour Hustle & Doc's Q-School Gift

KEEGAN BRADLEY: I was playing the Hooters tour. And like a lot of people that are playing the mini tours, they either come from a lot of money and or they have huge backers. So for me I'm playing the mini-tours, I'm doing it to make money. I figured I needed to make two grand a week to break even, which is like coming in the top ten, you know, every week. I was completely broke. I had under \$1,000 in my bank account. Q school was due that week, and Q School was \$4500 bucks at the time. Unimaginable money.

KEEGAN BRADLEY: I got up the nerve to call my friend Doc. His name is Glenn Maracaibo. Everyone calls him Doc. He's the doctor who I had met at a club that I had worked at.

DOC: He calls me up and I say, hey, Keegan, what's up?

KEEGAN BRADLEY: Doc, I, I'm so embarrassed to to say this, but

DOC: I say, "where are you?" "I'm in Texas. I got a Hooter's tournament."

KEEGAN BRADLEY: I'm dead broke and I can't afford to pay for Q school it's like 4500 bucks. It's due Thursday, it's Tuesday.

DOC: And I'm like, okay... I said, give me a bank account information, and I'll wire you some money. He goes, "that's not why I called you." He goes, "I don't want it from you. Is there any way we can get an event going? We can raise some money?" And I'm like, Keegan I got it.

KEEGAN BRADLEY: And he goes, don't worry about it. He sent me six grand. So I paid for tour school. And then I had an extra \$1,500 in my bank account, which might as well have been a million dollars.

DOC: And I think the sigh that he let out was just the stress of the world coming off in his chest.

KEEGAN BRADLEY: And I went on that week and I won the Hooters Tour, and I won 35 grand. And, you know, from, from that point to winning the PGA was like a year and a half.

SCENE 7: Keegan bursts onto the PGA TOUR Scene

ANNC: *That will be Keegan's 8th birdie of the day.*

SEVE: Those 18 months were crazy. They were happening so fast.

KEEGAN BRADLEY: It's literally been my dream since I was two or three years old.

SEVE: He went on to get through Q-School, Win the Byron Nelson

ANNC: Golf's got another young star named Keegan Bradley!

KEEGAN BRADLEY: I get my tour card and now I'm like now I'm really like almost like frothing.

SEVE: Then wins the PGA.

ANNC: UNBELIEVABLE!

SOT: Keegan, can you believe you have the Wanamaker Trophy in your hands?

SEVE: But it was unbelievable. He was on a heater.

KEEGAN BRADLEY: No matter what I was doing, we'd come back to Florida. We all moved in together, basically down here in Jupiter, Florida. And it was like we were in the St. Johns golf house in Queens.

JON CURRAN: It was inspiring for him to to go out there and succeed. So first of all, he could like, buy a bigger house so we could all live in.

KEEGAN BRADLEY: I won the PGA and the PGA of America flew me home on a private jet. I had never been on one before. So the guys are like ... cannot wait to come get me. I got the trophy in the plane. Like this is like crazy. And we landed and I come out with the trophy and I was just like, pretty special moment, you know, share it with the guys. It almost felt like we all won it.

KEVIN VELARDO: The group of people that have supported and been around him from the beginning were around him when he didn't have any money. He had never won a PGA tour event. And he looks at 'hey... my true friends are the ones that were here since the beginning.'

KEEGAN BRADLEY: So from that moment when I called Doc, a year and a half went by and I was a two time PGA tour winner and a major champion, without Doc doing that, I don't know what would have happened. I have these people in my life that just like come along and it's just a miracle.

SEGMENT 3:

SCENE 8: Modern Day Keegan with Family & Keegan's Ryder Cup background

NAT: You want to hit a few shots? Good one! Yes! Can you tell me what to do because I've never hit off of this one before? One, two, three! What?! Did you see it splash?

KEEGAN: Early in my career, I played in my first two Ryder Cup teams and my first Presidents Cup team all in a row and I truly thought I was going to play on every one of these teams for the rest of my career.

ANNC: Showing why he has the talent .. the intensity of a moxy to be one of the best in this game.

KEEGAN BRADLEY: It never crossed my mind that I wouldn't...

KEEGAN BRADLEY: This was my Ryder Cup bag at Medinah, really special, and this the Ryder Cup bag signed by the whole team from Gleneagles.

KEEGAN BRADLEY: Then not only was I not playing on them, I wasn't even in the picture to play on them.

ANNC: How do you keep the frustration from creeping in if you're Keegan Bradley?

KEEGAN BRADLEY: I remember thinking, like, you have to be a peace that you're never going to do this again. You have to be okay with that part of your career being over, and I did. I was okay with it. And then...

MIKE BALLO JR: He kind of fell out of the conversation for a little bit. As you get into your thirties, you may need something to remotivate yourself ... the Ryder Cup has been that for him.

ANNC: Just two top 3 finishes his last three seasons, gets win number 5!

ANNC: New England's very own takes the title at the Travelers!

KEEGAN BRADLEY: And then ... I started to play a little bit better, and I then I was like, no, I really need to do this again. Rome is the one I really wanted to play.

JON CURRAN: Not making the Ryder Cup team was a huge hit for him

ANNC: Devastated he didn't get the call.

KEEGAN BRADLEY: My friends were there through this whole thing. And they were pissed... My friends were.

KEVIN VELARDO: That's a low point for sure for him, right? Everyone was texting him 'I'm sorry'

KEEGAN BRADLEY: After I got the call that I wasn't on the team, I remember calling John and telling him. We were bummed out. But I kept telling the guys that if you don't finish in the top six and you got to rely on a pick, you can't be upset you're not on the team.

MIKE BALLO JR: Keegan gets left off the team and then we all watch the 2023 Ryder Cup where USA lost in Rome. And then you come off that kinda like hangover and you're like, "Who's gonna be our next guy?" "Who's gonna protect Bethpage Black?"

SCENE 9: KEEGAN NAMED CAPTAIN FOR 2025

ANNC: Some would say, 'Well, it's because of what happened...' perhaps. But this guy is from Boston, went to college in New York, it's at Bethpage Black. There's a lot of things there that make Keegan a good pick.

JON CURRAN: It was not on my radar of things that were going to come out of his mouth, but at that same time I was like, "Dude you are going to be amazing." This is going to be awesome.

MIKE BALLO JR: I think it came out of no one for Keegan himself. He answers all the questions of the ridicule the team has received the last few years. He's more connected to the players. He's still an active PGA Tour Player. His connection to the course and the area. I think Keegan's the perfect pick.

KEEGAN BRADLEY: It was like a full circle moment that I had done this and, and, you know, worked took me ten years. When I spoke to the players, and I could really sense their excitement, I felt like... yeah this is great.

SEGMENT 4:

SCENE 10: KEEGAN WINS 2025 TRAVELERS – CALLS FOR HIM TO PLAY RYDER CUP

MIKE BALLO JR: Ryder Cup team. It's a twelve-player team. Six guys are exempt off points on two-year point scale. The captain has six captain picks to fill out the 12-man team.

KEEGAN BRADLEY: We got another six to fill out the team. Trying to round out this team the best we can to play Bethpage in the Ryder Cup.

KEEGAN BRADLEY: I would love to be a playing captain. No one's had the opportunity I've had.

ANNC: Keegan Bradley takes the BMW again.

MARK BRADLEY: I'm so proud, this is the first time I've ever seen him win live so this is a very, very special day.

ANNC: Wow, have things changed for Keegan Bradley and his golfing life.

KEEGAN BRADLEY: If I make the team, I'll play. I don't really see myself being a captain's pick.

ANNC: Keegan Bradley who has the decisive point to win the Presidents Cup.

KEEGAN BRADLEY: I didn't know if I'd ever get to do this again, and to win the point, my goodness, the last time I played I was the point to lose the Ryder Cup, so if this is my last round as a player, maybe it is, I'm happy with that.

ANNC: 9-iron for Bradley... who attended this tournament as a young boy, hoping and dreaming that one day he would make his life out here. Considers this a major, can he deliver one here at the final hole? Did he ever!

ANNC: You're telling me you don't want this guy on your Ryder Cup team?

KEEGAN BRADLEY: This is as close to a Ryder Cup moment as I've ever felt.

MIKE BALLO JR: They didn't put him because they didn't think he'd make it. They picked him because they think he might make it!

ANNC: Keegan Bradley to overturn it all at the last hole and win it with one putt...

ANNC: A KEEGAN COMEBACK NOT TO BE BELIEVED!!!

JON CURRAN: This is a huge burden to carry... but he's still playing so there's a lot of things he has to think about now.

XANDER SCHAUFFELE: Well, he might play as well. He plays with us. Week in and week you, he competes against us, he beats us.

KEEGAN BRADLEY: I never would have even considered playing on the team if I hadn't won. Winning a tournament like that with that field is a big deal for us. If I was looking at a player, I would think that's a big step towards making this Ryder Cup team.

HARRIS ENGLISH: He's got a lot of tough decisions. If he wasn't captain this year, would he be on the team? He's had a hell of a year.

REPORTER: You said you would only being a playing captain if you earned it on points. Have you convinced yourself you'd be an additive to this team now?

KEEGAN BRADLEY: Go USA!

SCENE 11: KEEGAN AS CAPTAIN

KEEGAN BRADLEY: It was the toughest decision in my life but / the guys really finished up the season on a high note and we were really confident with the players that we had on the team and ultimately that was the reason why I decided not to play. For the last year and a half I've been having to do two jobs at once so it's really great that I can hone my focus on one job.

COLLIN MORIKAWA: Keegan's been open to hearing every suggestion possible from all of us to say how do we make it as normal as can be and go out there and do what we need to do to put points on the board.

KEEGAN BRADLEY: You have to earn the respect of the players. Normally you're looking at your captain he's a guy we all grew up idolizing. For me, I had to really prove to the guys that this was something that I could handle and that's something that I don't take lightly.

SCOTTIE SCHEFFLER: It can't be stated enough how good of a job Keegan's done for us so far and the energy that he's brought has been great. He's very organized, he's doing a really good job keeping the guys fired up.

XANDER SCHAUFFELE: He probably has a journal that he's writing in, he learned that from some of the older guys. He'll bring, cohesiveness. He'll bring openness, he'll bring accountability.

RUSSELL HENLEY: He plays with a lot of fire, plays, plays hard and, you know, with a lot of determination and I'm just excited to, you know, go to battle with somebody like that.

JUSTIN THOMAS: Keegan's ties to Bethpage and in the northeast are going to be vital and used well.

SCENE 12: A TEAM EFFORT AT BETHPAGE

KEEGAN BRADLEY: I'm lucky to have some good friends, and they're supportive. They're always there for me. My greatest memories in the sport are not even necessarily making putt or winning a match it's the bus ride with my Saint John's team – those are the moments you remember.

KEEGAN BRADLEY: Jon is going to be my cart driver. So he'll be right next to me during this whole process, which is pretty cool. My friend Seve played on my golf team, is from Queens, grew up at Bethpage. Mike Ballo is a PGA Professional.

KEEGAN BRADLEY: They do all have a little touch on this team, which is cool considering we would go play Bethpage every Monday together and then you know fast forward 20 years, we're all going to be out there in some form.

MIKE BALLO JR: It's like a movie. It's like a storybook ending to this Ryder Cup at Bethpage.

SCENE 13: FULL CIRCLE

DOC: It's just incredible he gets to go back there now as captain of the Ryder Cup.

SEVE: The fact that he's the captain and he's had these friends of his for 20 years, that we've all stuck together, we've been through everything. And, and if they go on and win... if he wins, we win.

KEEGAN BRADLEY: Going back to a place that I showed up to when I was 18 years old, dreaming of playing on the PGA tour. And to come back as the Ryder Cup captain, your life feels like a dream.